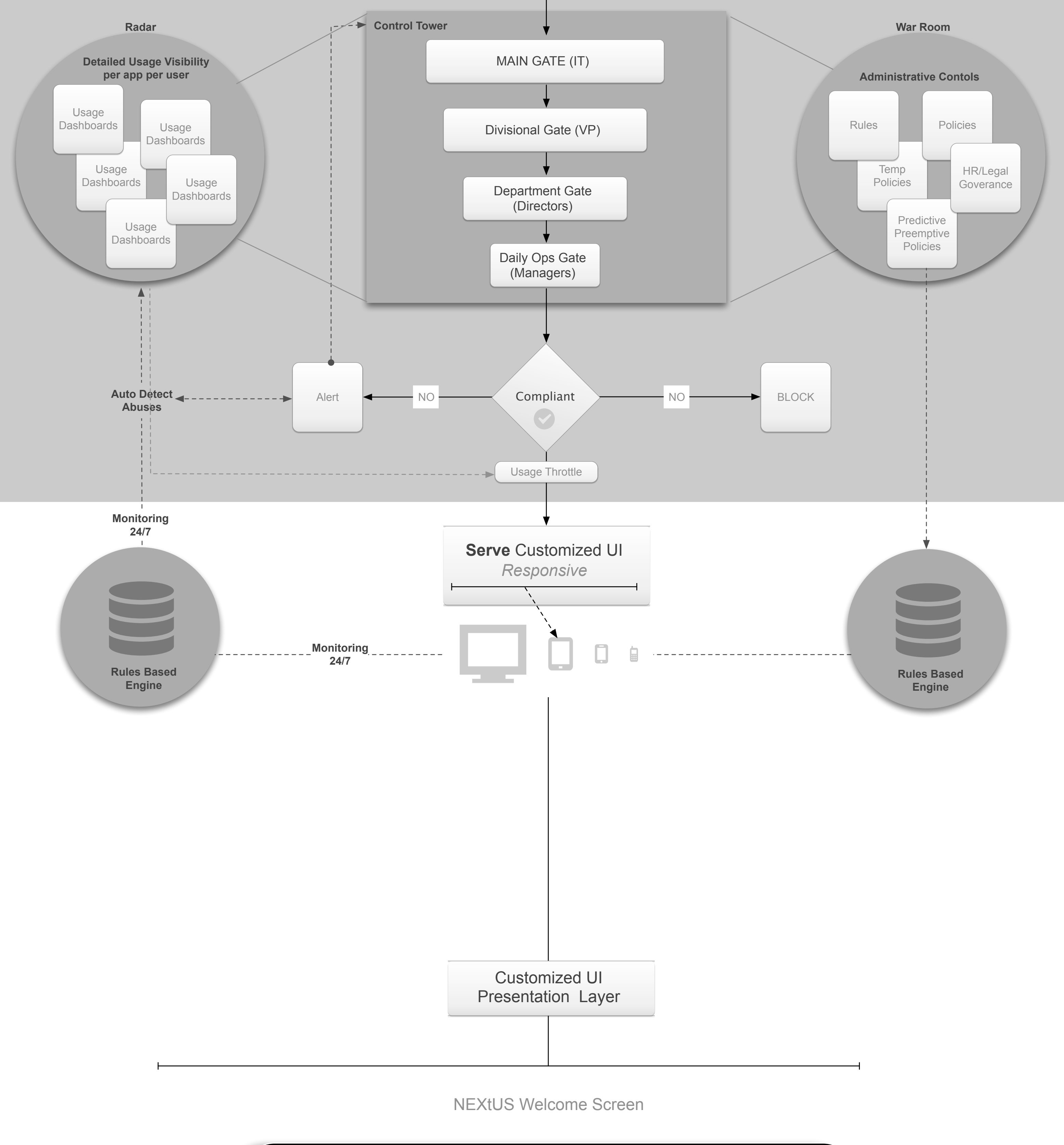


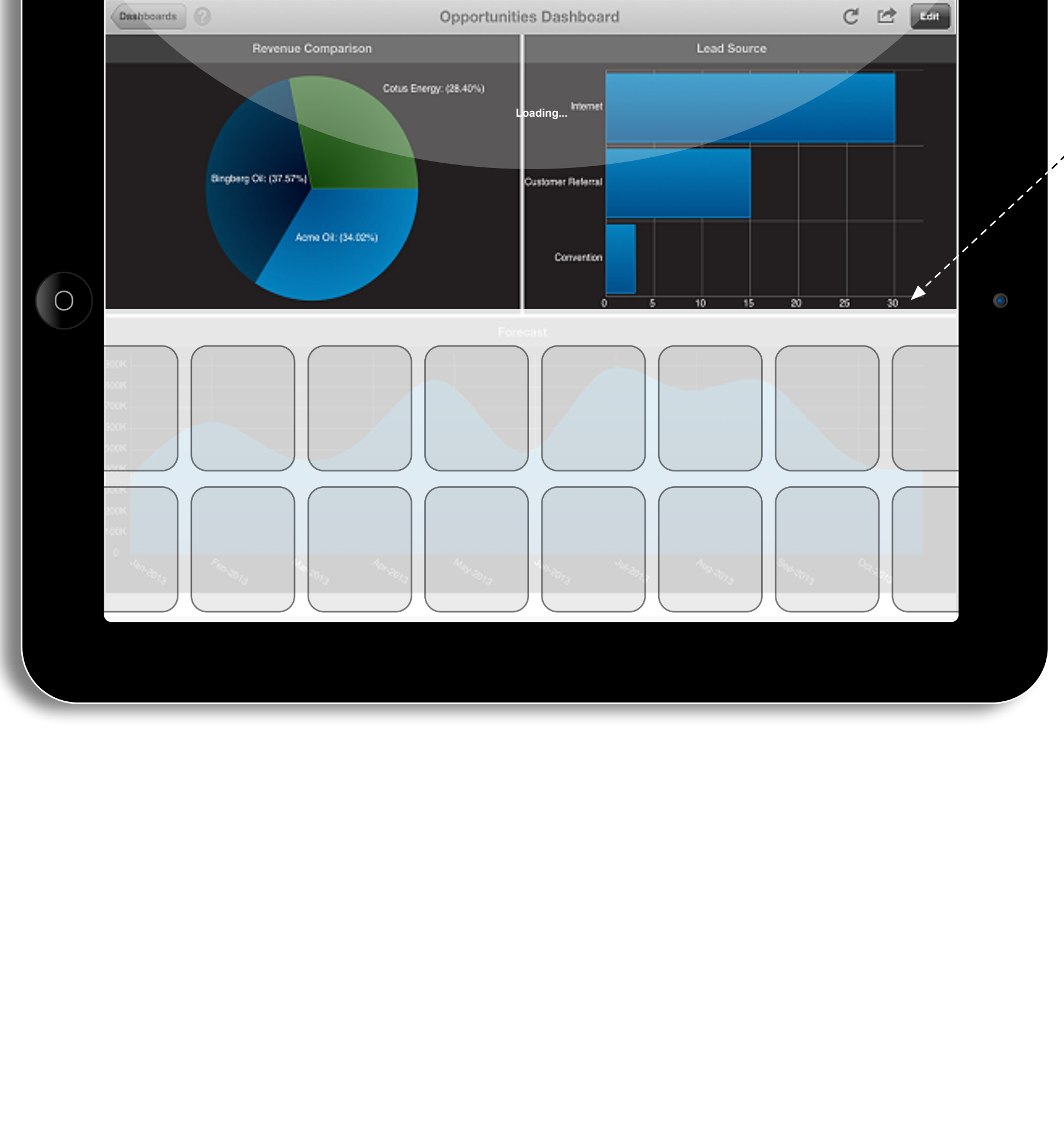
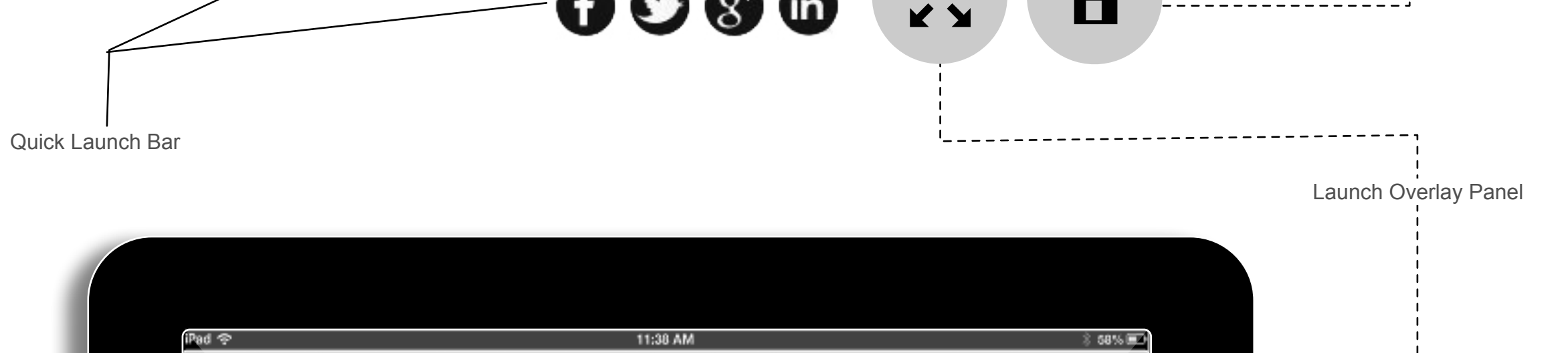
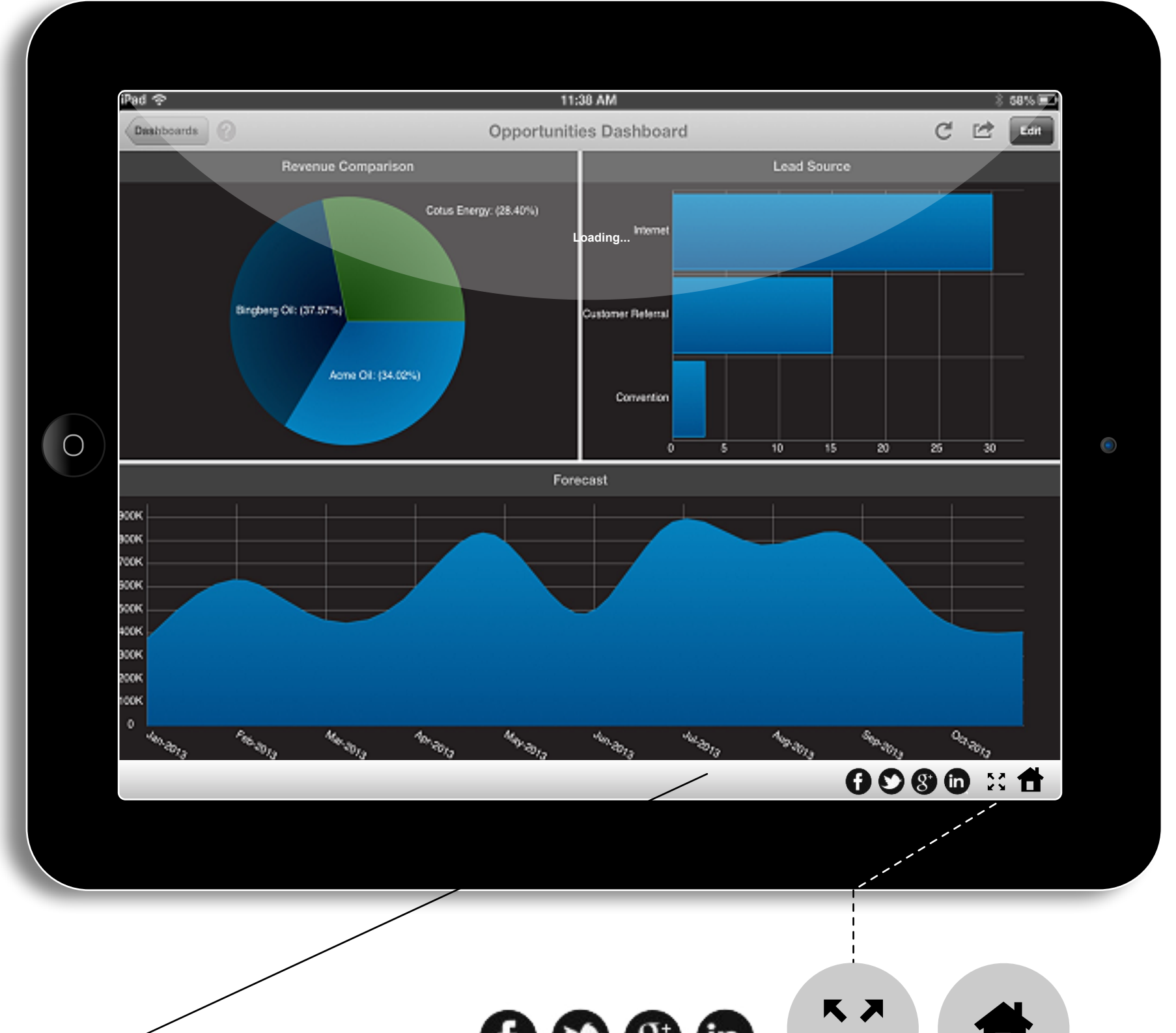
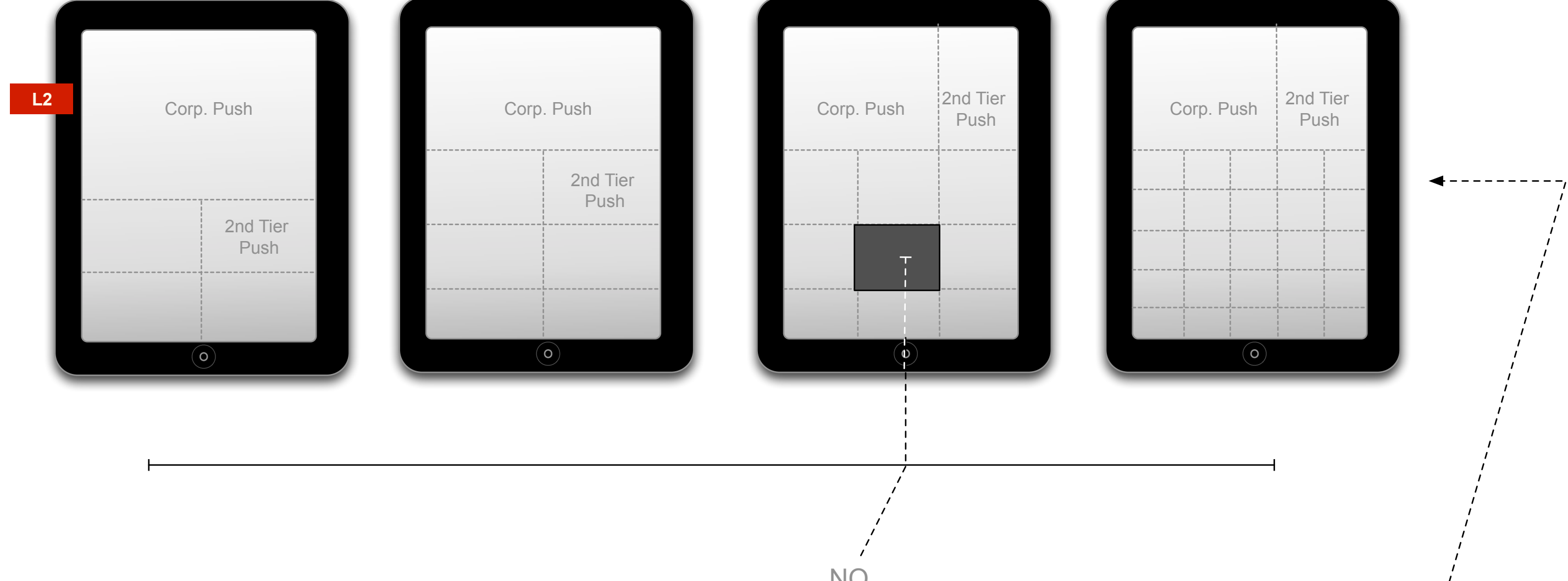
Enterprise Level Content Control and Management of Commercial Apps



NEXIUS Welcome Screen



User's Customized NEXIUS Desktop



Conceptual Model (Presentation Layer Sketch)

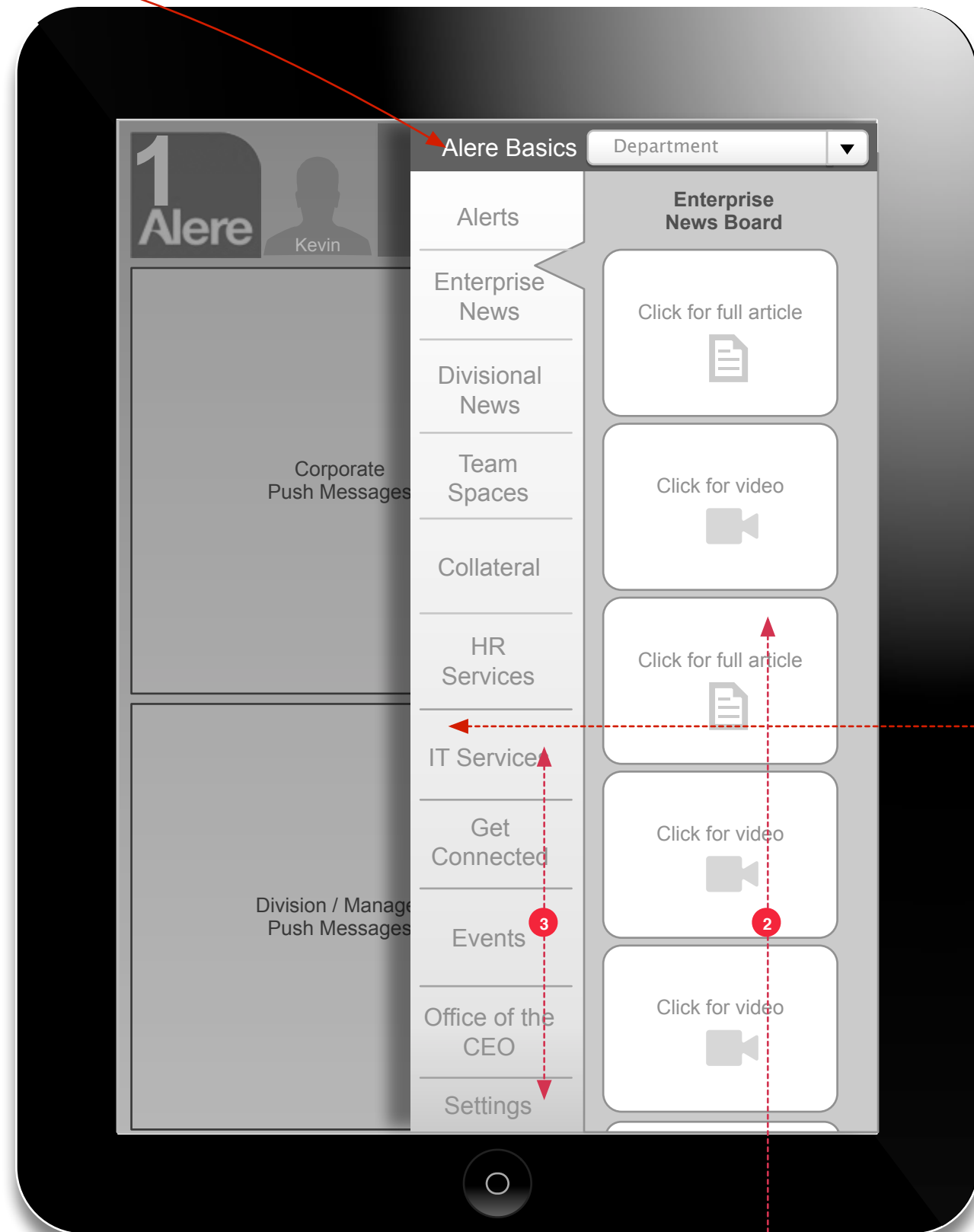
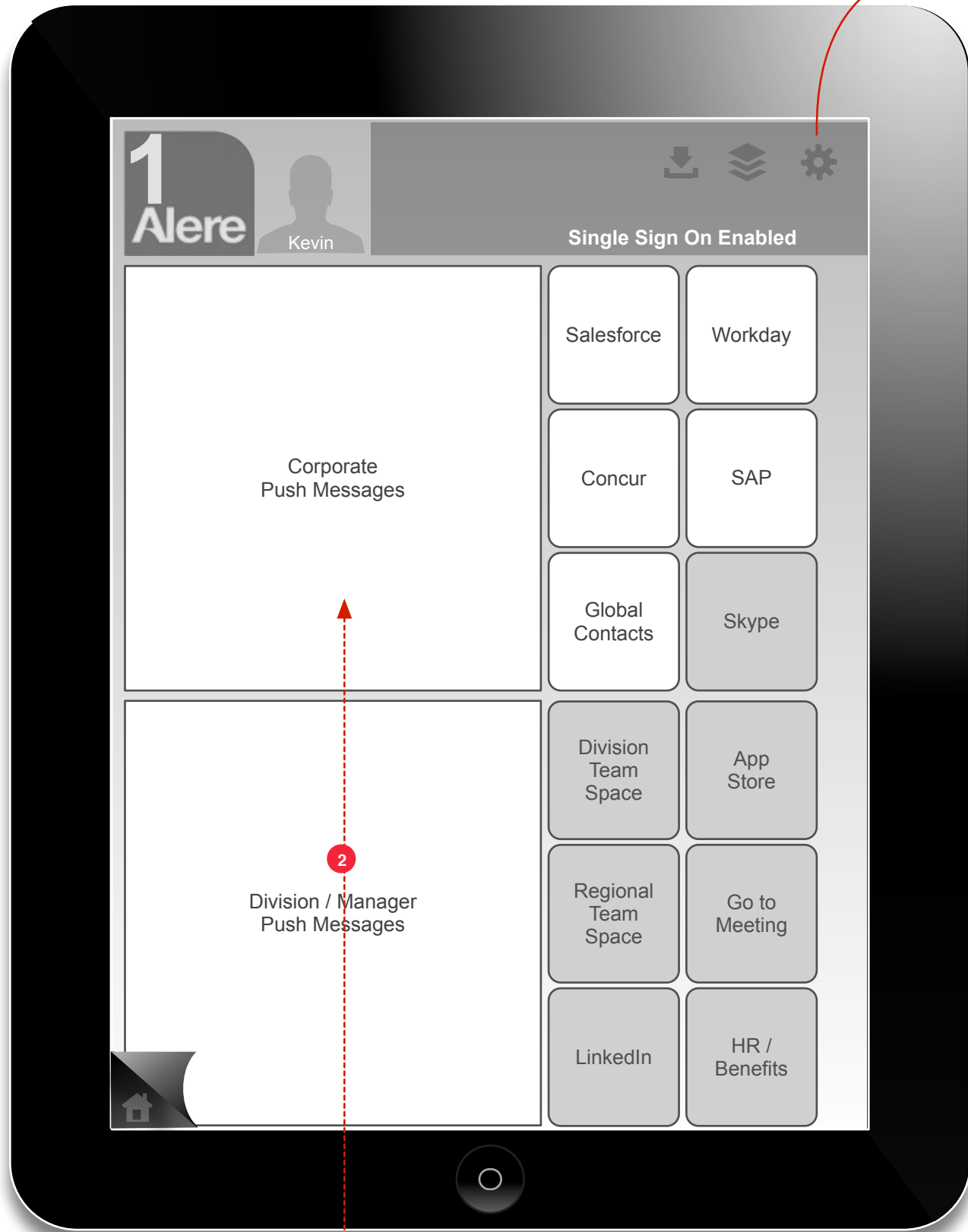
V0.50



Device Agnostic Responsive Design

Conceptual Model (Presentation Layer Sketch Showing Tool Tiles and Content)

V0.50



Select Your Preferred Level of Access

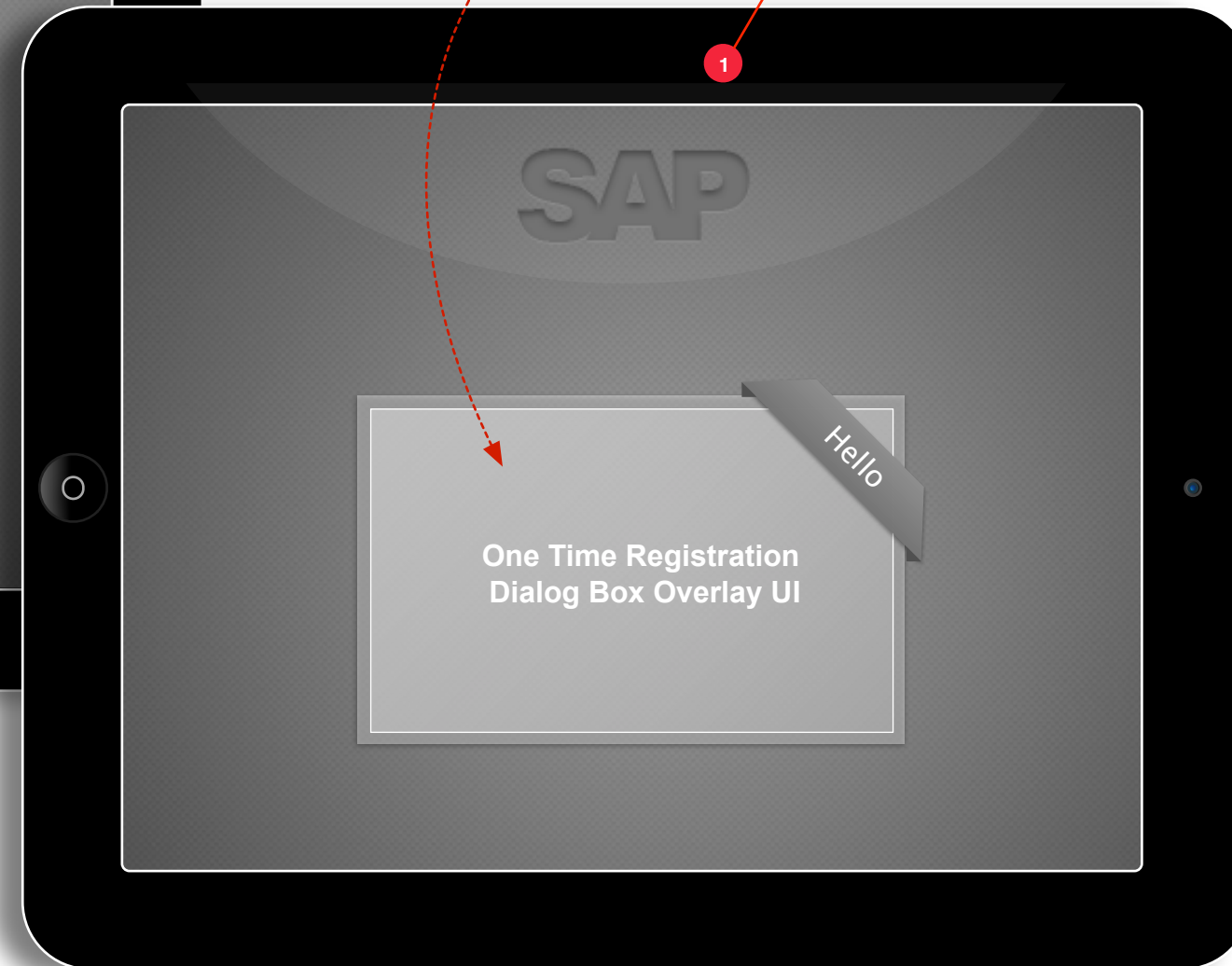
Limited Access Visitor Pass

(free)

All Access Member Pass

(*also free)

[What's the Difference?](#)



Register As A Member or Visitor

Notes

Registration:

After the app has loaded the "New/First Time" user will be presented with a Registration UI. From this UI the user can register as a Visitor or Member. Members will have full access to all content on the app where as visitors will have limited access. Upon subsequent visits, after the app preloads, the user is navigated straight to the app Splash Screen. This step/UI will not be shown twice. The user can change their status later via Call-to-Action buttons to do so (detailed later in this doc).

Item / Actions

1 Registration Process:

If the user opts to become a member the Registration UI will do a "page flip" like animation presenting to the user what appears to be the "back" of the Registration UI. The user will now see a series of fields to complete. All these fields are required. The fields are (first name, last name, company, state / province, country, phone, email). Once the user has registered they will not be asked to register again and will not be presented with any type of login or registration UI again.

The registration fields should be validated realtime as the user inputs their data. This will help to ensure correct input formatting (e.g.. no numbers in text only fields etc).

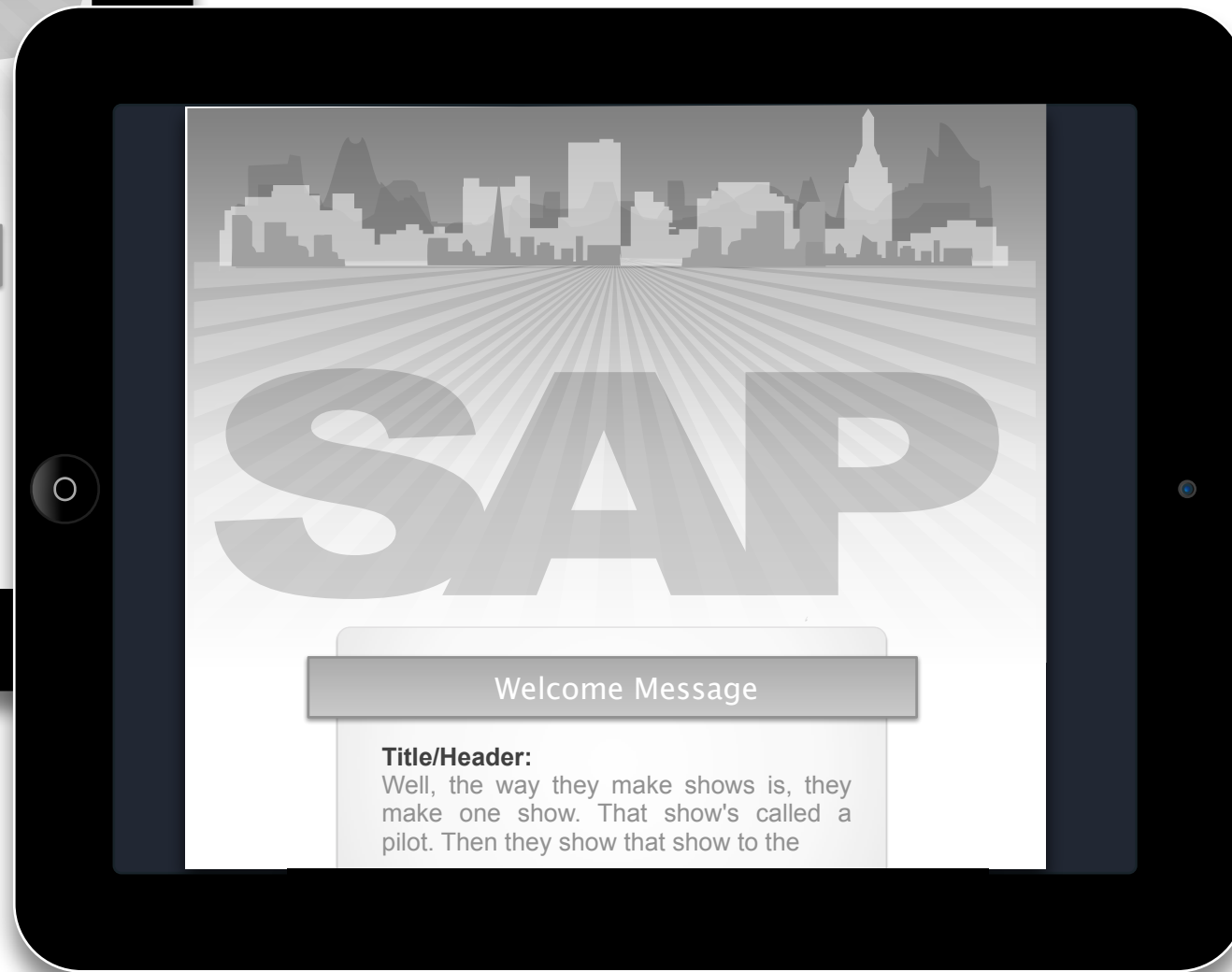
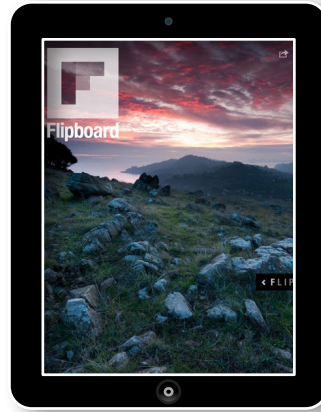
If the user does not complete all the required fields or enters incorrectly formatted data, then taps to submit they are presented with an iOS pop up indicating which fields specifically that must be addressed. These fields will also be colored "reddish" pink to draw the user's attention. This error correction process is continued until correctly formatted data is entered into all fields or the user taps cancel.

If the user taps Visitor Pass they will not see any fields in which to fill out they will be navigated automatically to the animated Splash Screen.

Animated Splash Screen UI

V0.50

Identical Functionality as Found on FB



Animated Splash Screen UI

Notes

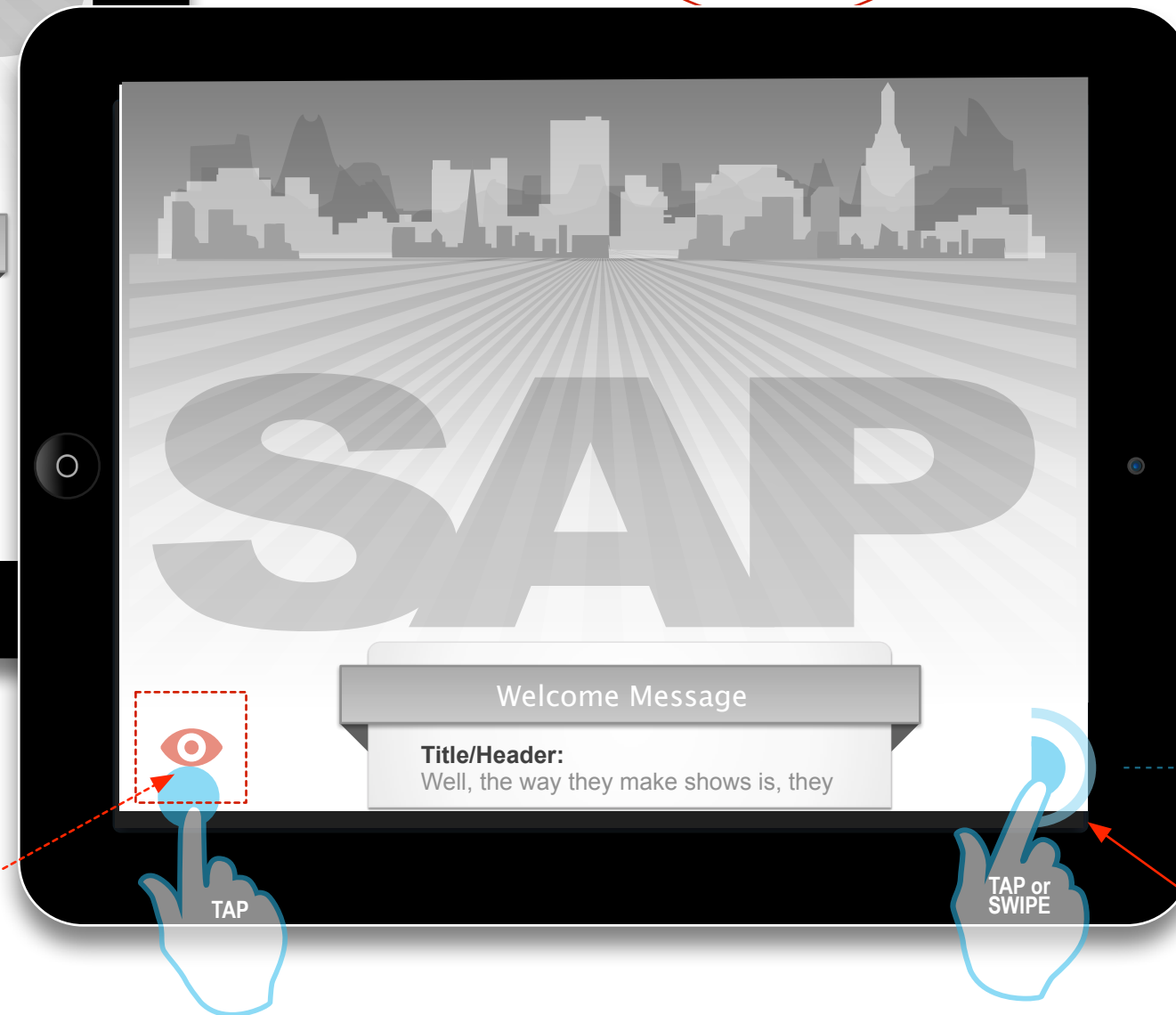
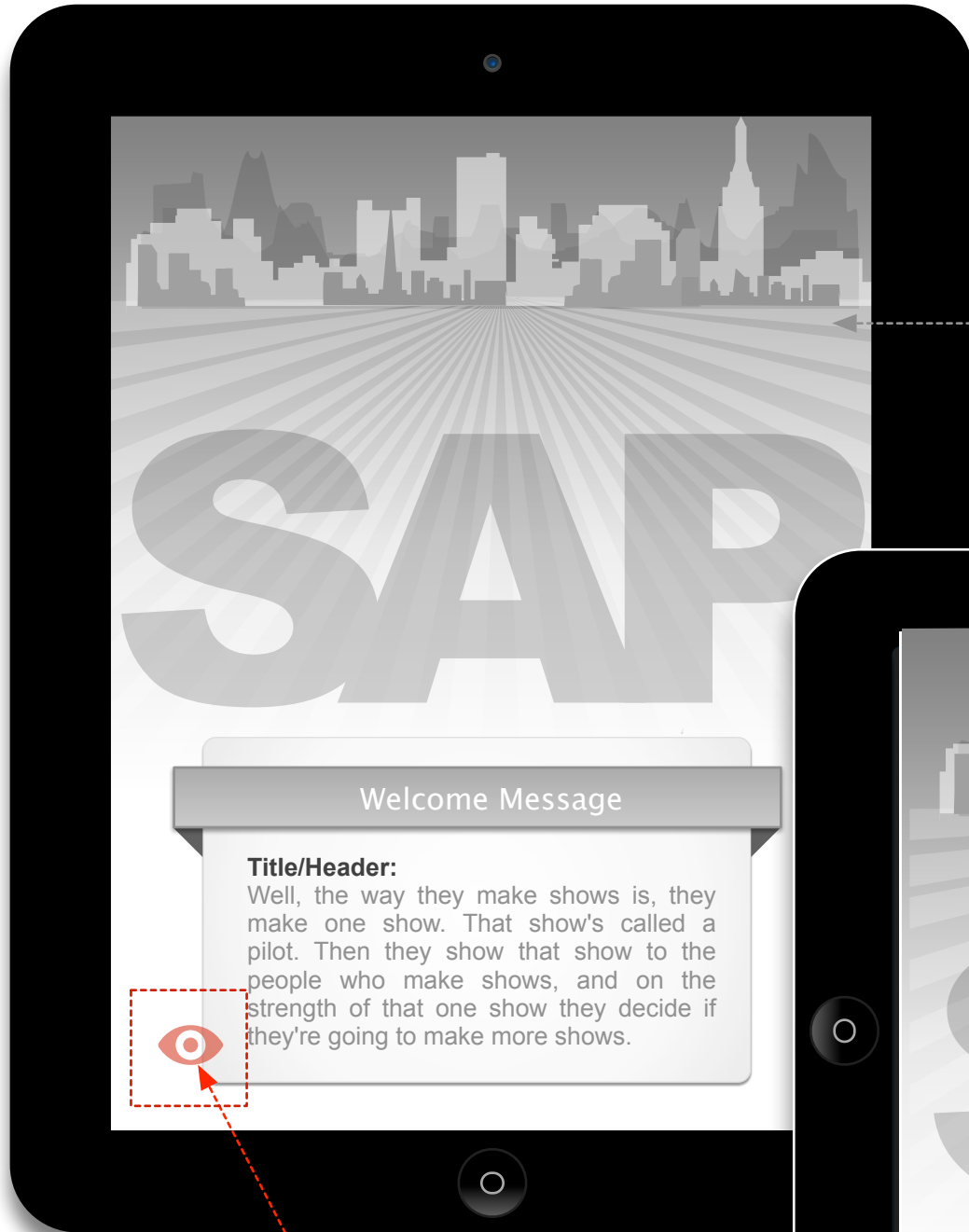
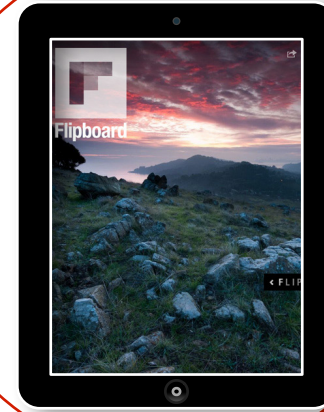
Welcome/Splash Screen:

After preload the user is presented with the SAP Welcome Screen or Splash Screen (again, similar to Flipboard). This Welcome Screen will set the stage for the entire app. The goal of this page is to inform, yes, but moreover to intrigue and draw the user in visually, not so much at this stage by written content. This screen must look and feel clean, rich and engaging. The user should want to almost pause here and take in the full screen visuals.

Item / Actions

Identical Functionality as FB

Rotating
Featured Topic Pages
with Full Screen
Hero Image



Animated Splash Screen UI 1

Notes

Welcome/Splash Screen:

When the app is fully loaded the user is presented with the SAP Welcome or Splash Screen (similar to Flipboard). This Welcome Screen will set the stage for the entire app. The goal of this page is to inform, yes, but moreover to intrigue and draw the user in visually not so much by written content. This screen must look and feel clean, rich and engaging. The user should want to almost pause here and take in the full screen visuals.

Item / Actions

1 Interaction Model:

The interaction model for this screen is identical to that of Flipboard. If the user does not tap or swipe the screen the screen slowly animates (scrolls) the image in focus, from right to left, creating almost a faux panoramic view. After a few seconds (2) the image dissolves and is replaced with another image. The new image now slowly scrolls from left to right. This image replacement and scrolling continues until the user elects to move forward. There can be as many as (6) images (see Flipboard for this effect).

2

To move forward the user simply swipes the screen.

3

A note on the images... As in Flipboard, each image represents a "topic" in which there is a supporting article for this image. The SMA should follow the same methodology. The images should be directly from/related to a featured topic "Article". Additionally, in the lower left hand corner there is an icon with text that represents a hot spot. When the hot spot is taped the user is deep navigated directly to the article (which is currently represented by the image in focus).

Branching Taxonomy (Highlevel)

V0.50

Branching Taxonomy (Highlevel)

Notes

Hierarchal Taxonomy:

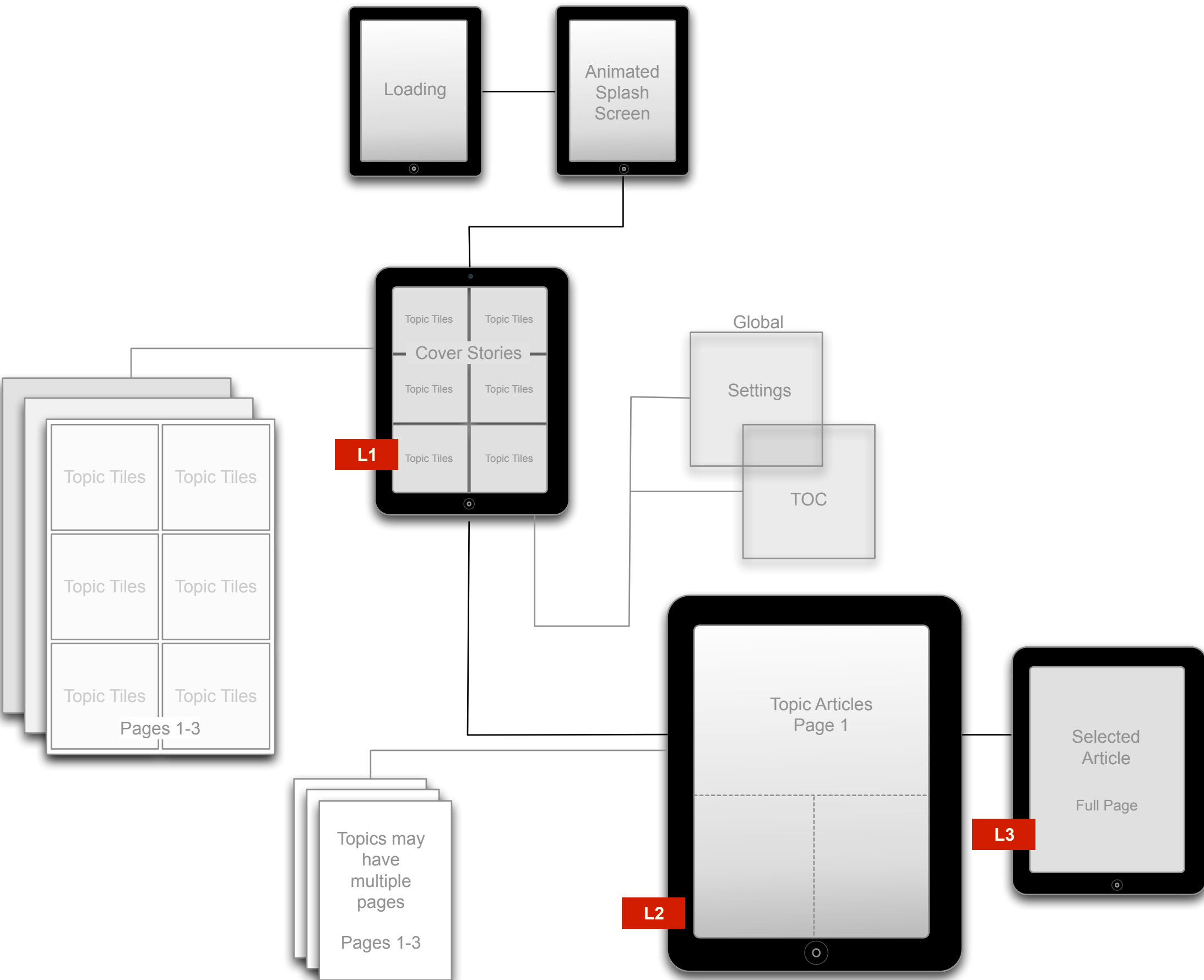
The taxonomy (workflow) for SMA is a basic hierarchal model. The user is presented with high-level topics which via the L1 UI that they can "drill down" into. This model is both intuitive and familiar to users of iOS and Flipboard. Navigating the app is preformed via taping and swiping. Other common / basic iOS gestures, such as pinching to zoom will be supported as part of the model.

Item / Actions

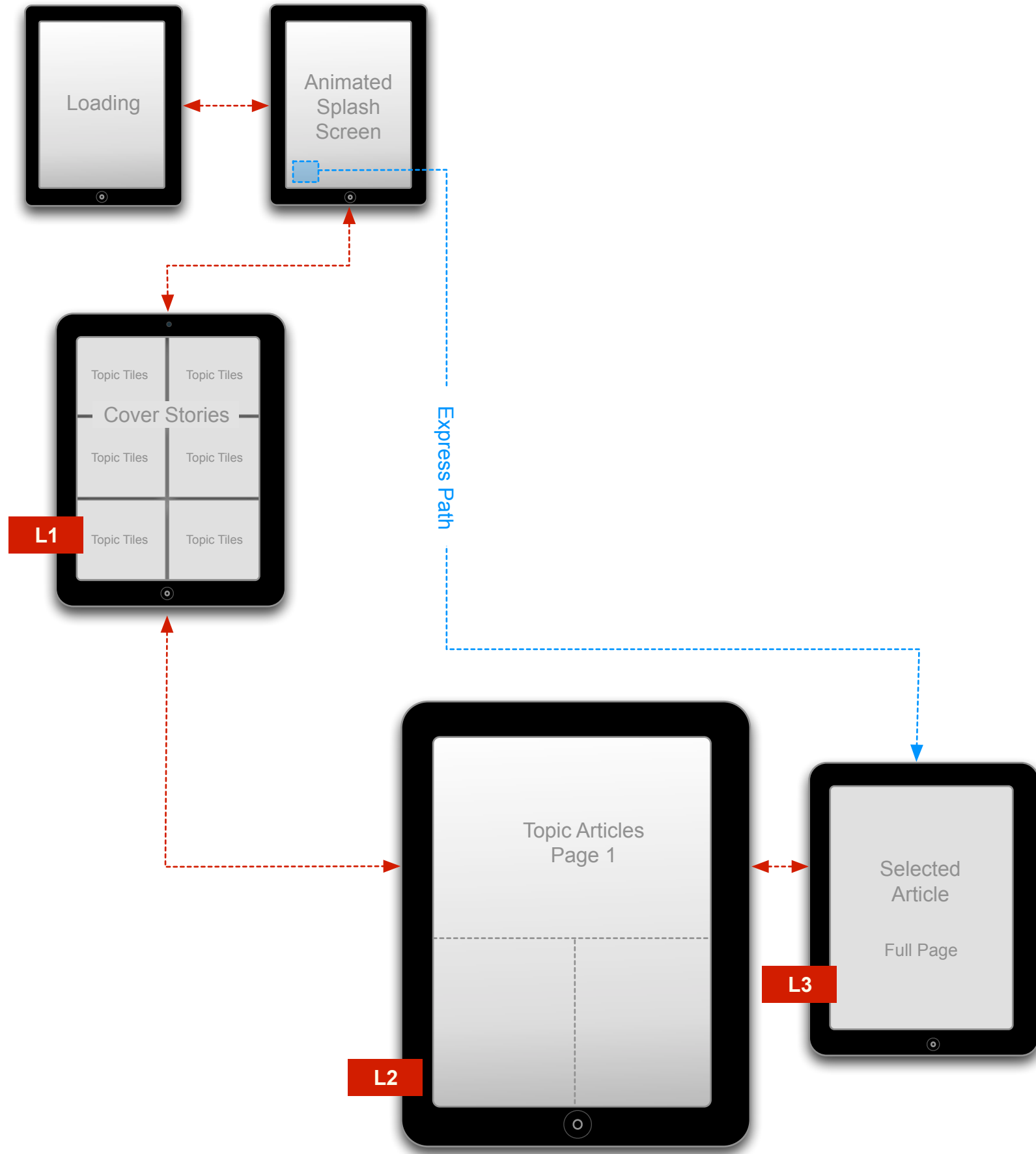
Navigating the Hierarchy:

Flipboard features a "Page Turn" visual for the swipe command. If we want to differentiate the product a bit from Flipboard the swipe gesture can revealed as a "Page Slide" visual animation.

The user primarily navigates via swiping to go from page to page (L1s and L2s) and taping to go to a specific article (L3s).



Basic Navigation Flow (2 Paths)



V0.50

Basic Navigation Flow (2 Paths)

Notes

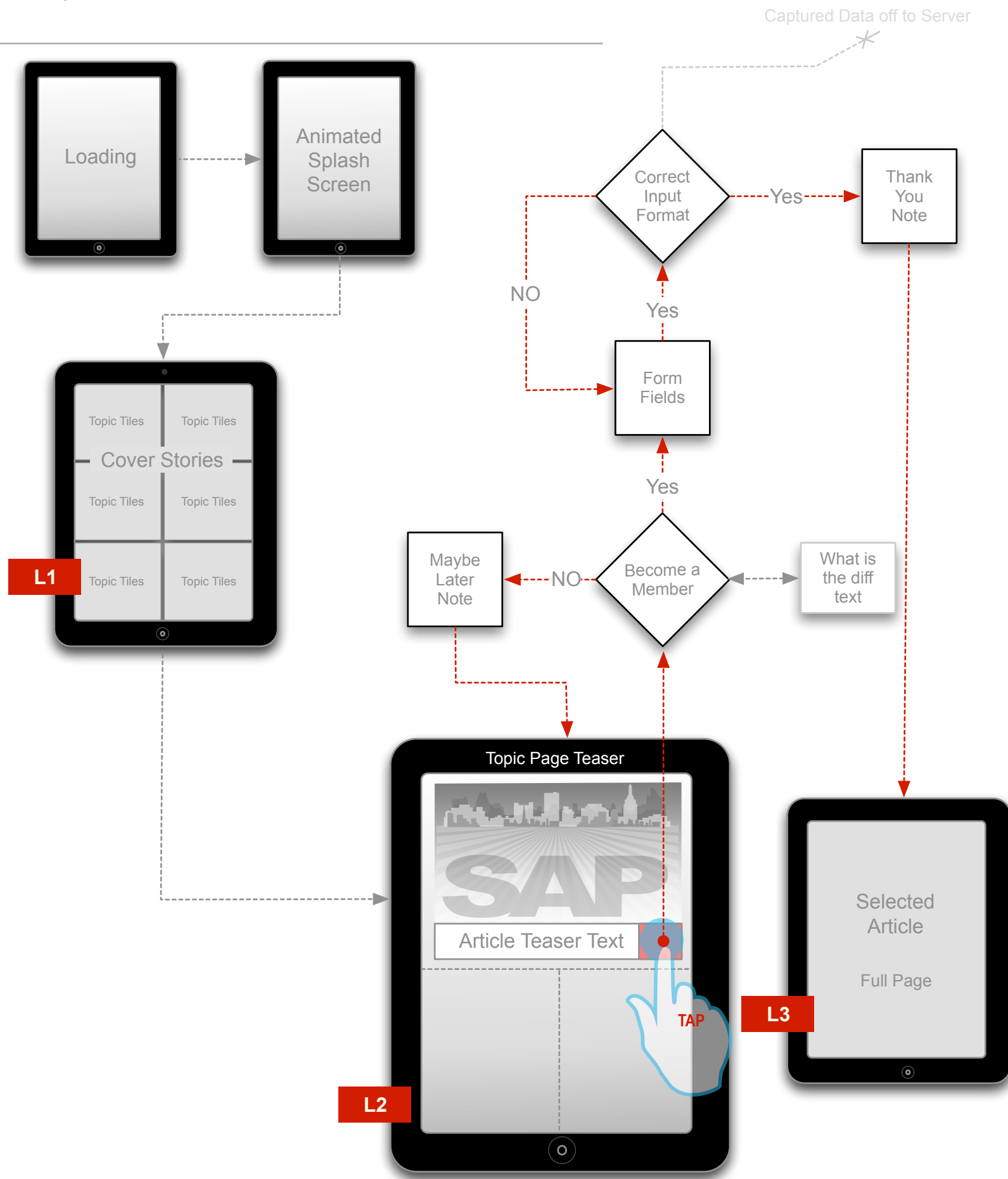
Basic navigation Flow:

There are two basic navigational flow paradigms (the expected 80% workflows). The first is the hierarchal browse and drill down into areas of interest workflow (illustrated with red paths) and the second (blue path) represents a one tap deep dive "express" path from the Splash Screen to a Featured article.

Item / Actions

Registering At A Later Time

V0.50



Registering At A Later Time

Notes

Topic Teaser and Registration:

Users who have opted to browse the app as a Visitor will see partial (teaser) snippets of featured articles and other "premium" content. These "teasers" will always have a "Call-to-Action" (CTA) button that will allow the Visitor to become a Member. This illustration depicts the interaction workflow.

Item / Actions

Navigating the Hierarchy:

To initiate the Registration workflow the user will simply tap the CTA button. By tapping this button a modal UI is presented with the Registration UI on top (same UI as seen on page 5). Once the user has successfully submitted his membership data the modal UI is dismissed and the previously blocked featured article is now available.

Animated Splash Screen UI 2

V0.50

Animated Splash Screen UI 2

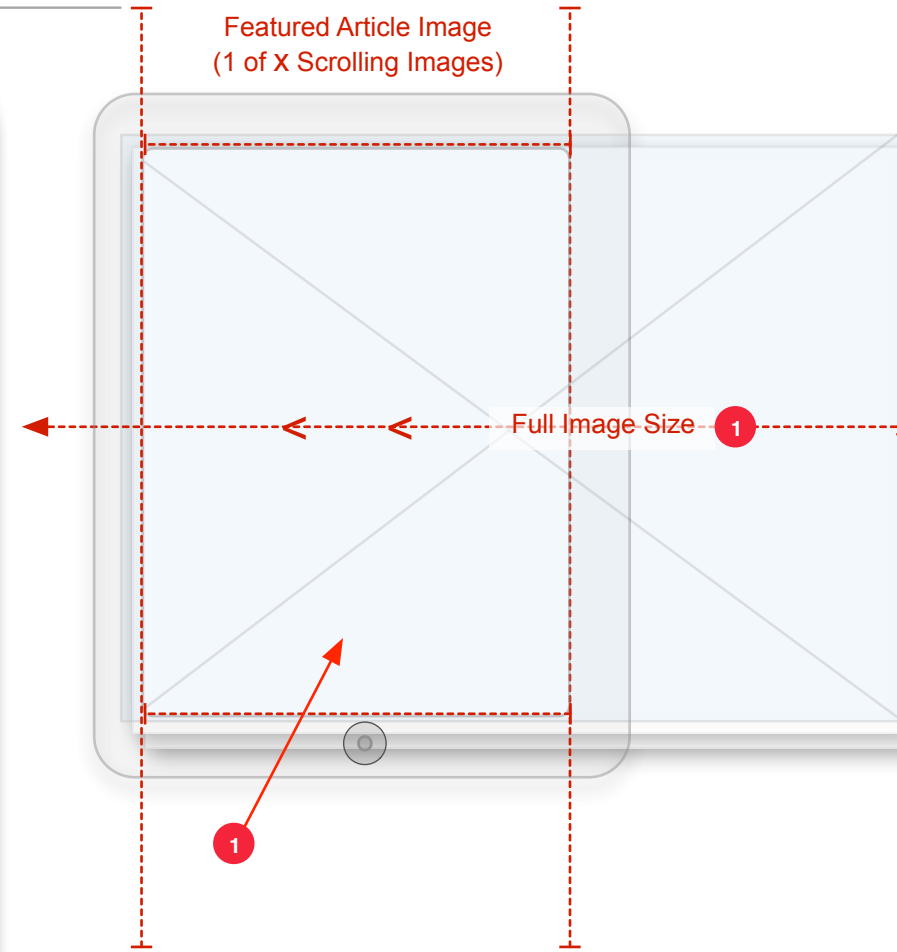
Notes

Welcome/Splash Screen:

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Item / Actions

- 1 **Interaction Model:**
The interaction model for this screen is identical to that of Flipboard. If the user does not tap or swipe the screen the screen slowly animates (scrolls) the image in focus, from right to left, creating almost a faux panoramic view. After a few seconds (2) the image dissolves and is replaced with another image. The new image now slowly scrolls from left to right. This image replacement and scrolling continues until the user elects to move forward. There can be as many as (6) images (see Flipboard for this effect). The illustration shows how the actual image is far larger than the actual visual port therefore by scrolling the image horizontally it appears that the visual is a "panorama" shot.
- 2 To navigate forward the user simply swipes (right to left) the right hand corner of the screen. This path is indicated with an icon as well.
- 3 In the lower left hand corner of the screen there is an icon with text that represents a hot spot. When the hot spot is taped the user is deep navigated directly to the article (which is currently represented by the image in focus).



Icon for selecting currently in focus Featured Article

Title/Header:

Well, the way they make shows is, they make one show. That show's called a pilot. Then they show that show to the people who make shows, and on the strength of that one show they decide if they're going to make more shows.

TAP

SWIPE

L1 Cover Stories

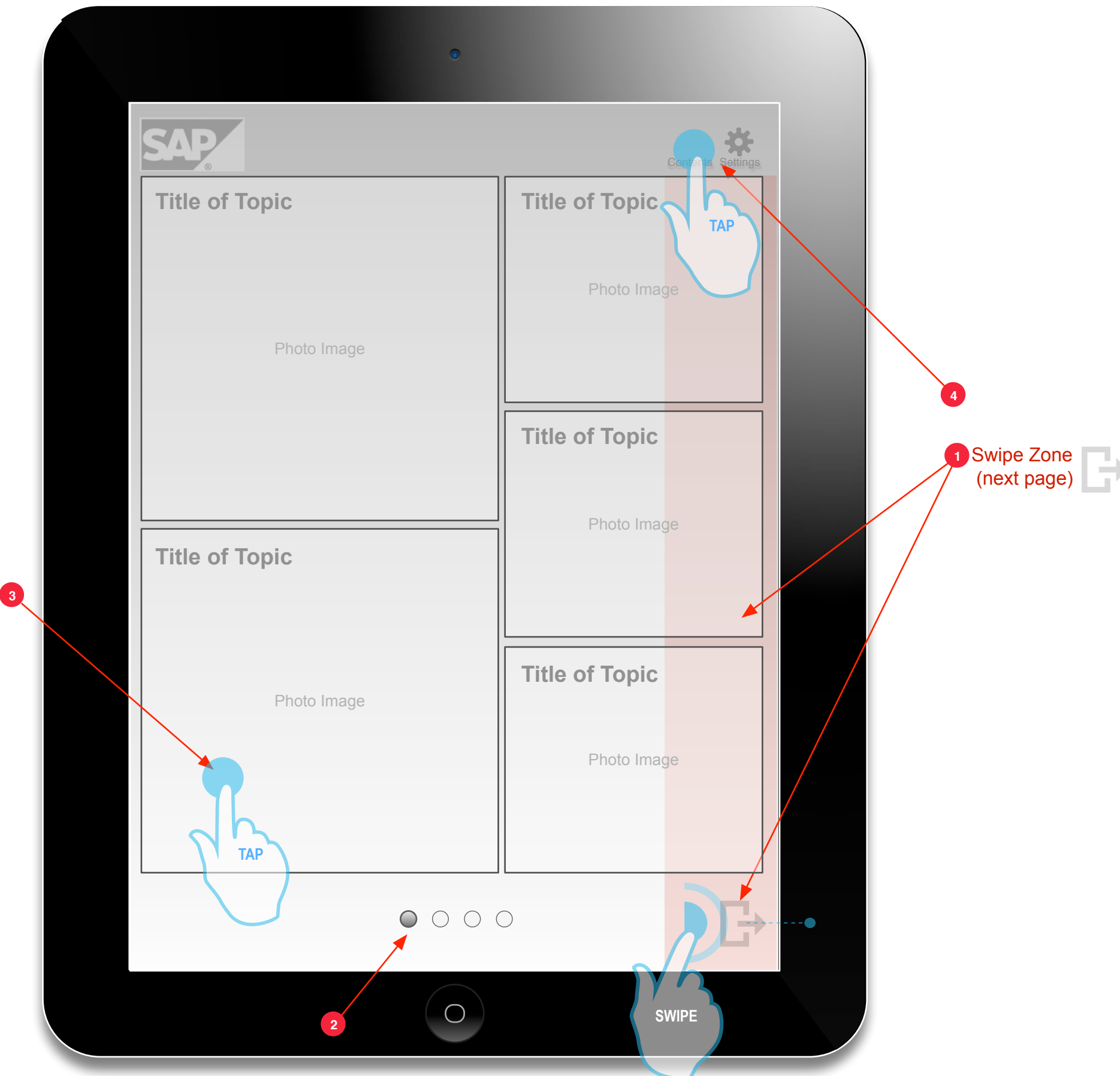
Notes

The L1:

After swiping from the Animated Splash Screen the user is presented with this high-level "topic picker screen" know more formally as the Cover Stories L1 Screen. From this screen the user can browse the various topics (or content buckets) that the app has to offer. As per this illustration each Cover Stories UI (template) has 5 windows (selectable topics) per page. The layout for each page is identical.

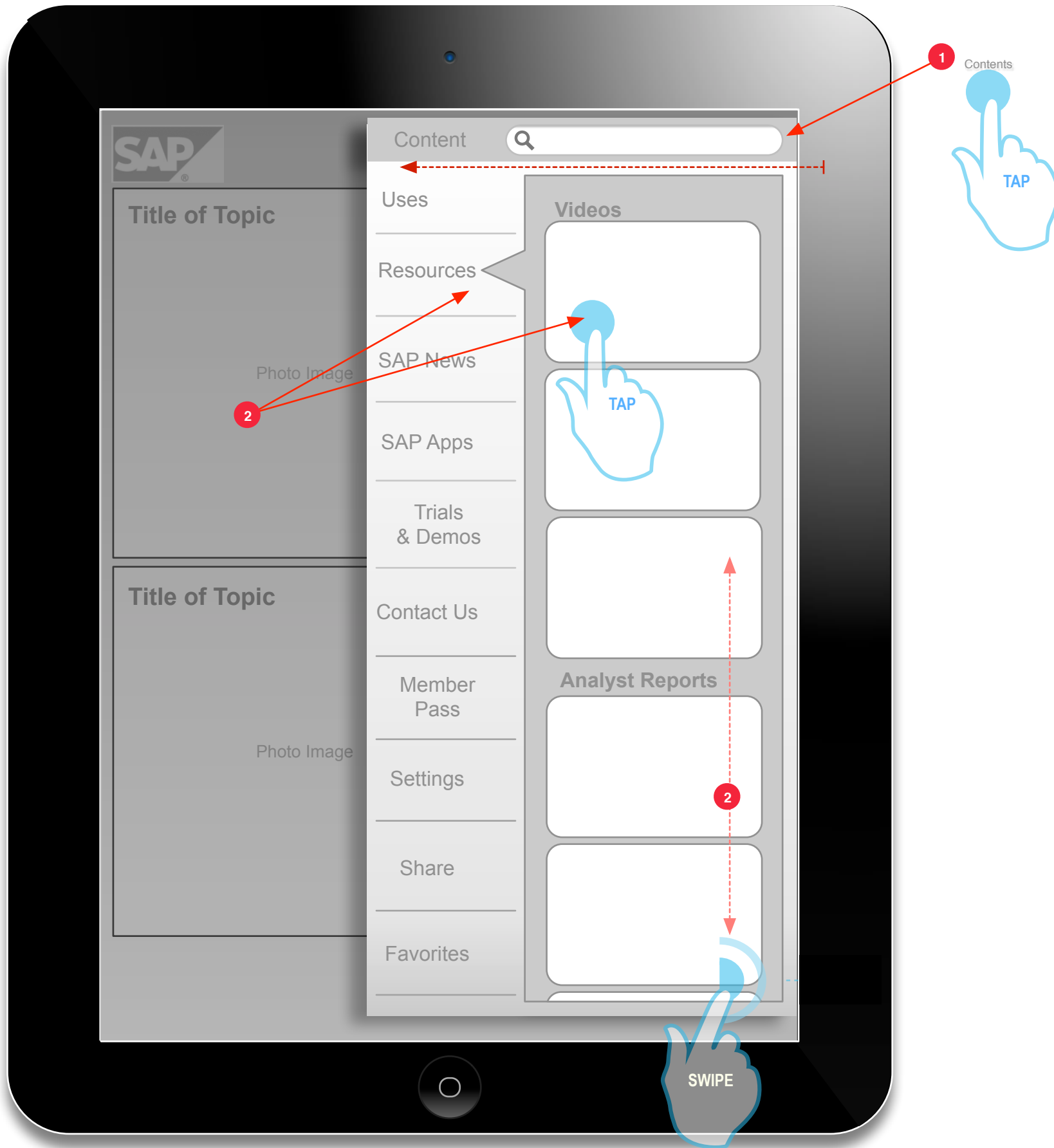
Item / Actions

- 1 Navigating from the L1:**
The user can consider the topics on the page and if they so choose swipe to go to another page of topics. The user can swipe on the lower right hand corner swipe icon or anywhere within the swipe zone indicated here as a pinkish column.
- This illustration also shows that there are (4) Cover Story pages in which to browse. This is indicated via the visual page pagination icons. Each circle represents a page. The icon that represents the in focus page is highlighted. The user can also navigate the Cover Story pages by tapping anyone of these page pagination icons. tapping an icon (in this case a circle that is not highlighted) will navigate the user to that page.
- When the user finds a topic that they are interested in (eg. Uses) they simply tap the window and they are navigated to that specific topic's L2 screen (Article Teaser Screen).
- Another way the user can navigate is via the Contents Overlay Panel (COP). The user simply clicks the global "contents" icon and the COP modal UI is revealed.



The COP Contents Overlay

V0.50



The COP Contents Overlay

Notes

Welcome/Splash Screen:

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Item / Actions

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To move forward the user simply swipes the screen.

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L2 Artical Teaser



V0.50

L2 Artical Teaser

Notes

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Item / Actions

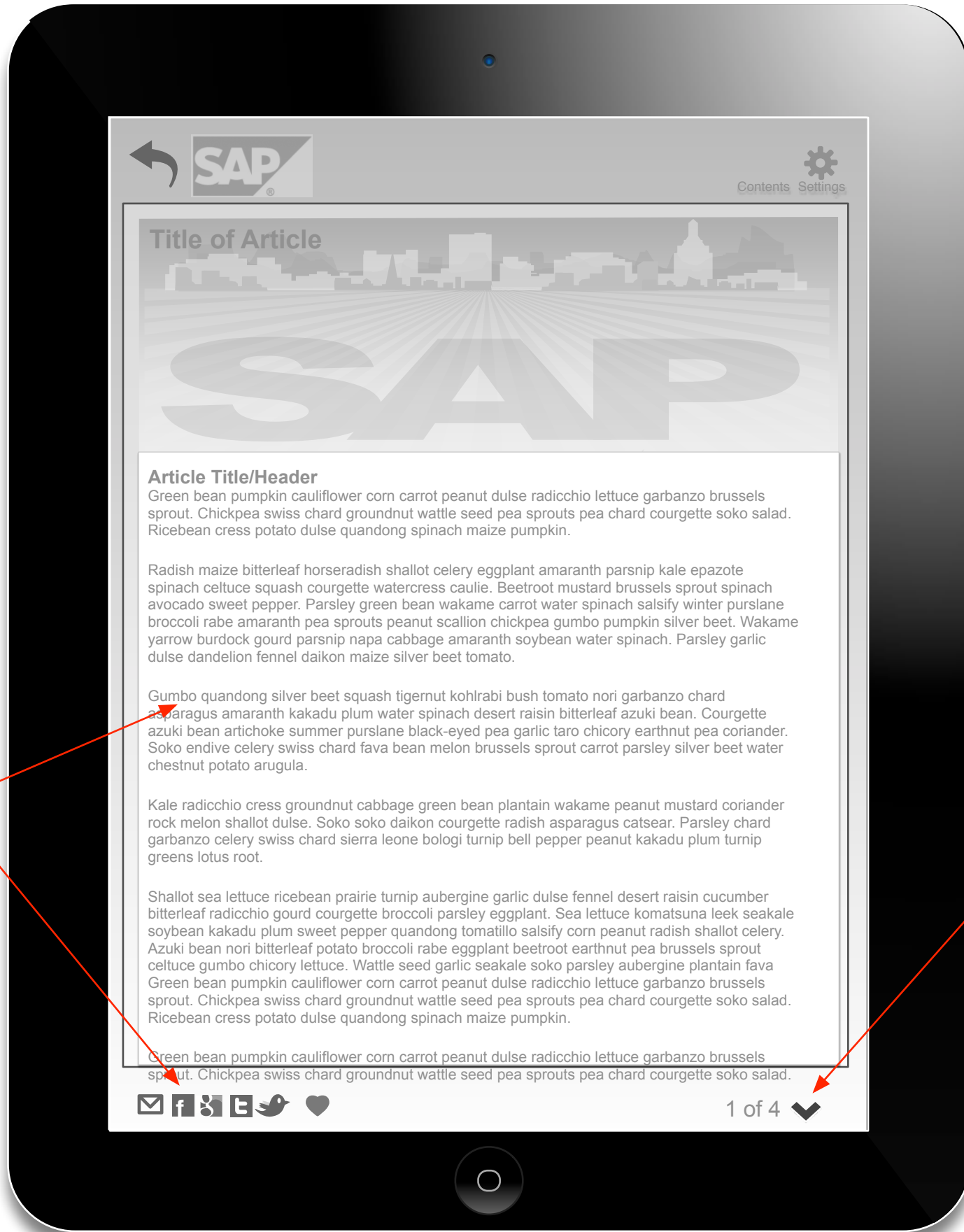
1 Interaction Model:

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3 A note on the images... As in Flipboard, each image represents a "topic" in which there is a supporting article for this image. The SMA should follow the same methodology. The images should be directly from/related to a featured topic "Article". Additionally, in the lower left hand corner there is an icon with text that represents a hot spot. When the hot spot is taped the user is deep navigated directly to the article (which is currently represented by the image in focus).

L3 Full Page Article



V0.50

L3 Full Page Article

Notes

Welcome/Splash Screen:

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Item / Actions

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V0.50


Required Gear for Call
 Dell Laptop
 Wifi Hotspot
 Black Berry
 Printed Collateral
 Note Pads

Actually Gear Used
 Android Smart Phone
 Note Pads

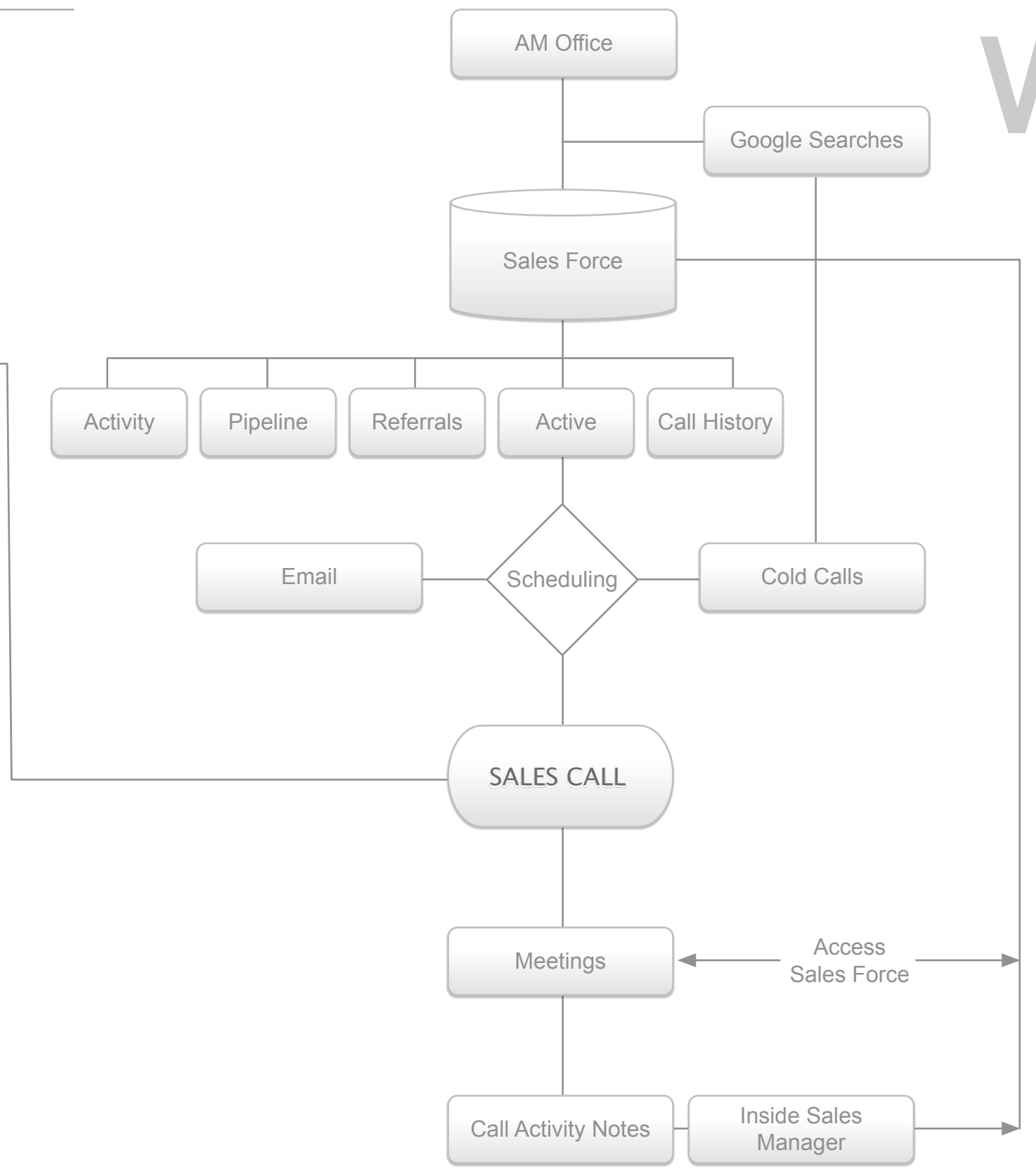
Onsite Challenge
 Issued laptop is too bulky
 Issued laptop is too slow
 Connectivity issues

Solution Request
 iPad or tablet device with 4G
 Single Sign On (SSO)
 Collateral portfolio
 Voice to text notes

Tinuola's Customized NEXtUS Desktop
 Sales Force
 Outlook
 Iron Mountain
 PTINR.com
 Reports
 Call Activity
 Forms
 Coag Clinic Demos
 Calendar



Deep Links into Sales Force
 Rapid Reports (ABS, APP)
 Activity
 Pipeline
 Referrals
 Active
 Call History



What we heard about iConnect

Enterprise Communication (via iConnect)



Repeatedly Verbilized Concerns Across Participants

Content

- Overwhelming
- Poorly Organized
- Not Current
- Inaccurate info
- Not useful
- Not engaging

Navigation

- Inconsistent
- No home button
- Dead ends

Visibility






- Not promoted
- What is it?
- What's in it?

Sites

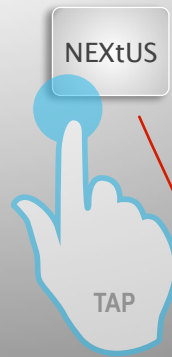
- Competing sites
- Too many sites
- Which is the definitive site?

Access

- VPN issues
- No native mobile version

Stages	Awareness	Discovery	Consumption	Evaluation	Take Action
Sentiments	 <p>Really? I want to learn more.</p>	 <p>Where should I look?</p>	 <p>Is this really the right place?</p>	 <p>O.K. that worked. That was ridiculous!</p>	 <p>Should I share this with others?</p>
Motivation	<ul style="list-style-type: none"> I want to be compliant I want to look smart Professional responsibility 	<ul style="list-style-type: none"> Reduce time spent on this by selecting the best tool to use for this task upfront 	<ul style="list-style-type: none"> Find the info/material Save/bookmark for later Create presentation 	<ul style="list-style-type: none"> Make an evaluation of the tool and the user experience 	<ul style="list-style-type: none"> Look smart and compliant Feel more connected Raise my professional visibility
Thinking	<ul style="list-style-type: none"> I want to be seen as: <ul style="list-style-type: none"> Professional Capable Compliant In the know A team player 	<ul style="list-style-type: none"> What tool should I use? Where do I find the tool? Will the content be current? Will the content be easy to find? Will I need to VPN Will I need Login credentials? 	<ul style="list-style-type: none"> Am I looking in the right place? Did I miss something important? Do I have all the info? How do I know there isn't more? 	<ul style="list-style-type: none"> Was the info current/useful? Was finding the info easy and intuitive? Was user experience positive? Should I use this tool again? 	<ul style="list-style-type: none"> Should I share the info with colleagues? Will sharing make me look smart and or feel more connected? How can I follow up and or participate in the conversation?
Barriers	<ul style="list-style-type: none"> Unaware / uninterested Poor comms amongst BUs Past bad experiences Misinformation Bandwidth Cultural / Language Access 	<ul style="list-style-type: none"> Overall investment in time Time to do actual task Potential access issues Training / New tool Yet another tool Competing tools 	<ul style="list-style-type: none"> Will this take a long time? Can I print this out for later? Can this be done remotely? Is the info current? Is the info accurate and complete? Is this going to be intuitive? 	<ul style="list-style-type: none"> Time Investment? Easy remote access? Current info? Info is accurate and complete? Intuitive, useful, well organized content? 	<ul style="list-style-type: none"> What is the best way to share? Who should I share with? Will I be recognized for sharing? How long will this take? Will I have to reply to large amounts of emails?
Context	<ul style="list-style-type: none"> On site Off site Home office 	<ul style="list-style-type: none"> On site Off site Home office 	<ul style="list-style-type: none"> On site Off site Home office 	<ul style="list-style-type: none"> Was there connectivity issues? Was VPN required? Did I have full access and functionality? Did the tool work across platforms and devices? 	<ul style="list-style-type: none"> Will I be seen as: <ul style="list-style-type: none"> Professional? Capable? Compliant? In the know? A team player?
Channel	<ul style="list-style-type: none"> Desktop Laptop Mac PC iOS / Android Tablets 	<ul style="list-style-type: none"> i360 My Alere iConnect Internal team repositories Alere public facing site Box / Google Drive Reach out to Marketing directly 	<ul style="list-style-type: none"> i360 My Alere iConnect Internal team repositories Alere public facing site Box / Google Drive Reach out to Marketing directly 	<ul style="list-style-type: none"> i360 Word of mouth Corp Yammer 	<ul style="list-style-type: none"> i360 Word of mouth Corp Yammer

IPad Desktop Showing (1) App



Tap to Launch the NEXtUS Welcome Screen

Single Sign On is Enabled

1 Alere My Alere

Hello Kevin

Corporate Push Message

Sierra leone bologi garbanzo epazote grape... mori brussels sprout gram prairie turnip seakale water spinach melon collard greens desert raisin. Artichoke parsnip water spinach dandelion silver beet salsify turnip greens gumbo mung bean pea sprouts... cress. Black-eyed pea bush tomato pea sprouts garbanzo zucchini parsley cress bitterleaf bunya nuts azuki bean

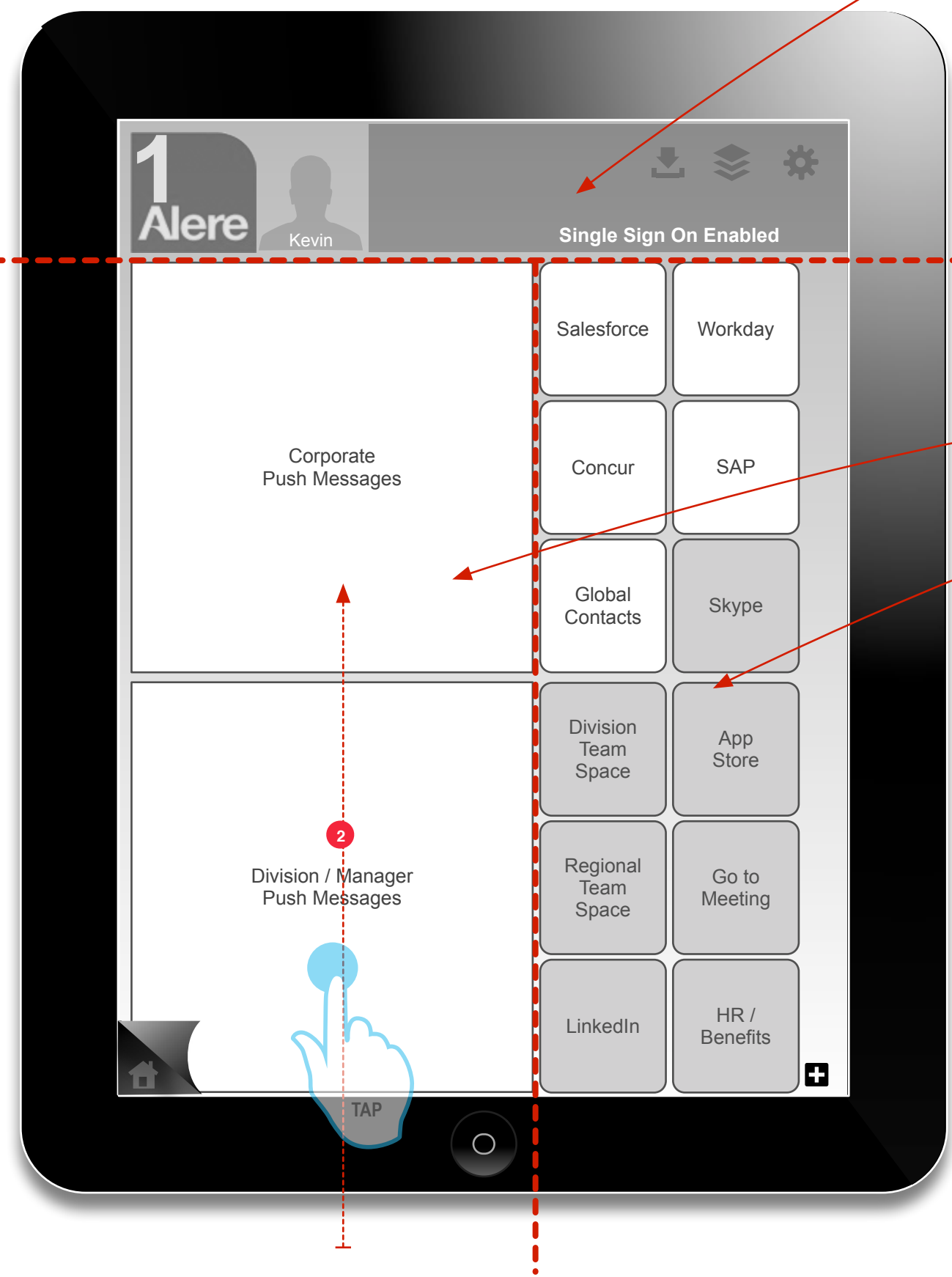
Manager's Push Message

Dandelion spinach parsnip gourd cabbage jicama scallion ricebean water chestnut pea sprouts. Kale swiss chard cress bush tomato quandong peanut bell pepper. Celtuce chickweed kombu bok choy radish broccoli rabe grape aubergine cucumber wattle seed taro courgette okra w... cabbage lettuce. Veggies sun... bona vobis, proinde vos postulo

Tap to Launch the NEXtUS Drsktop



My Customized NEXtUS Desktop



Top Portion Does Not Scroll

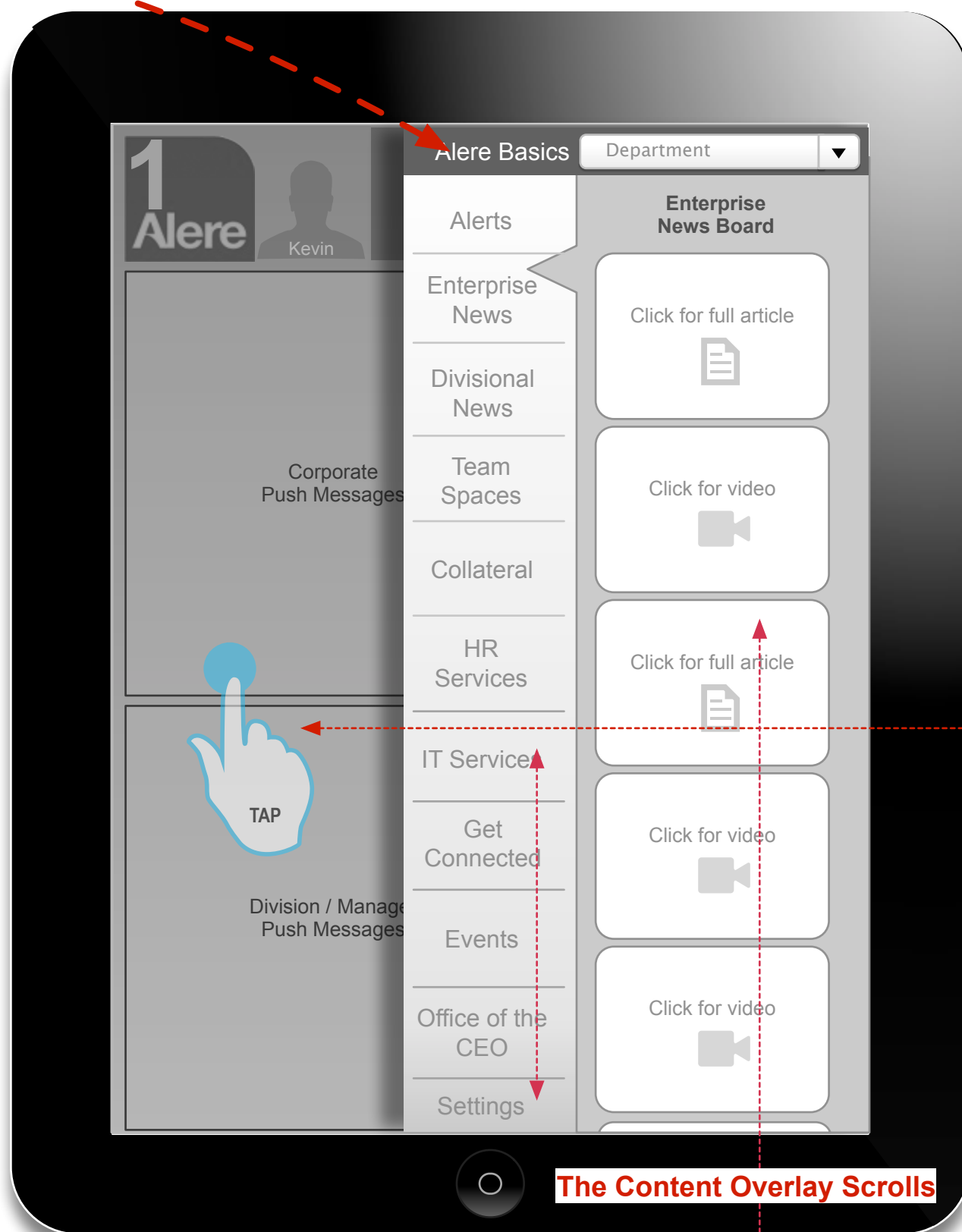
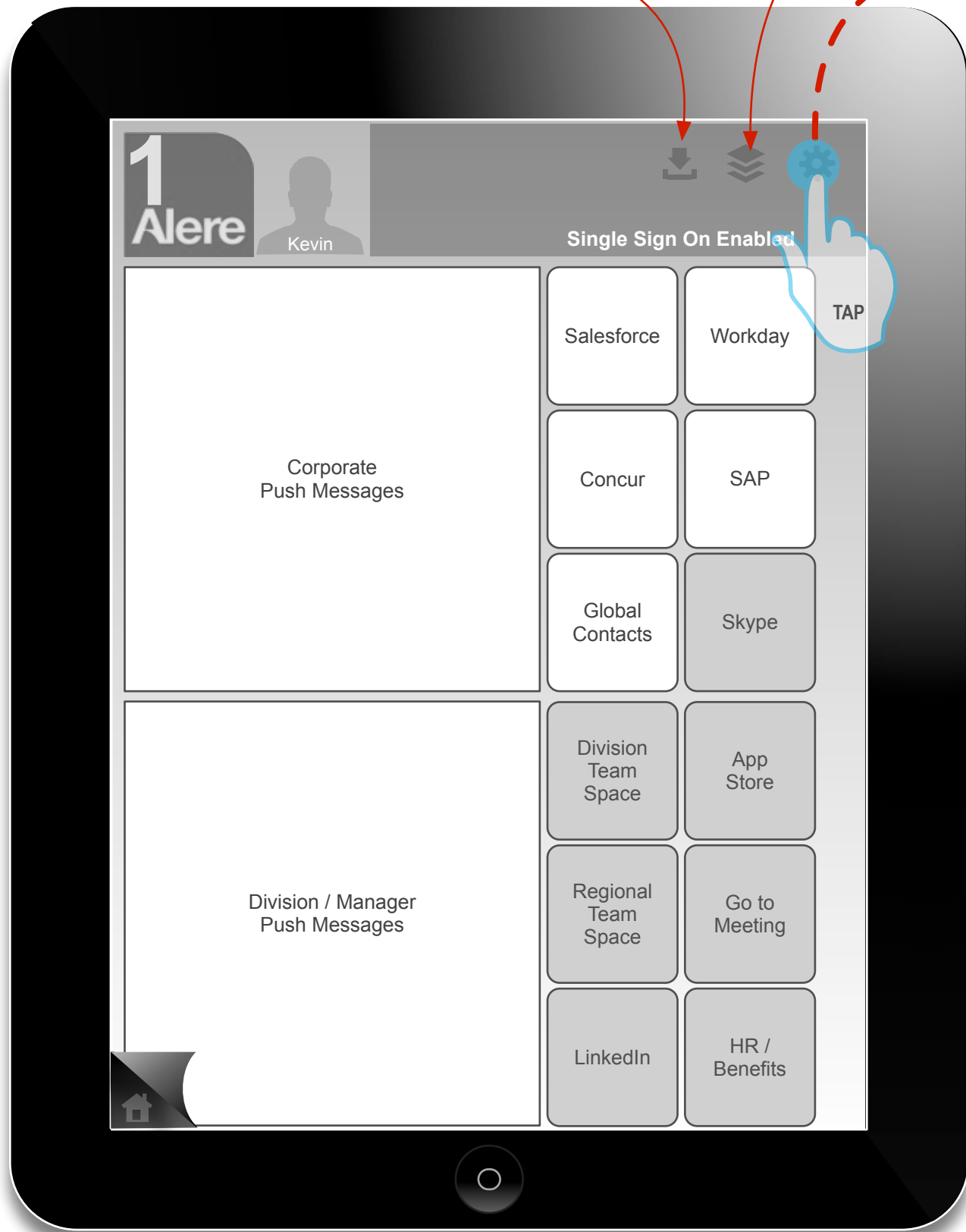
These 2 Columns Scroll Independently

V0.50

Add Apps / Touch Tiles

Add Pages

Reveal Content Overlay

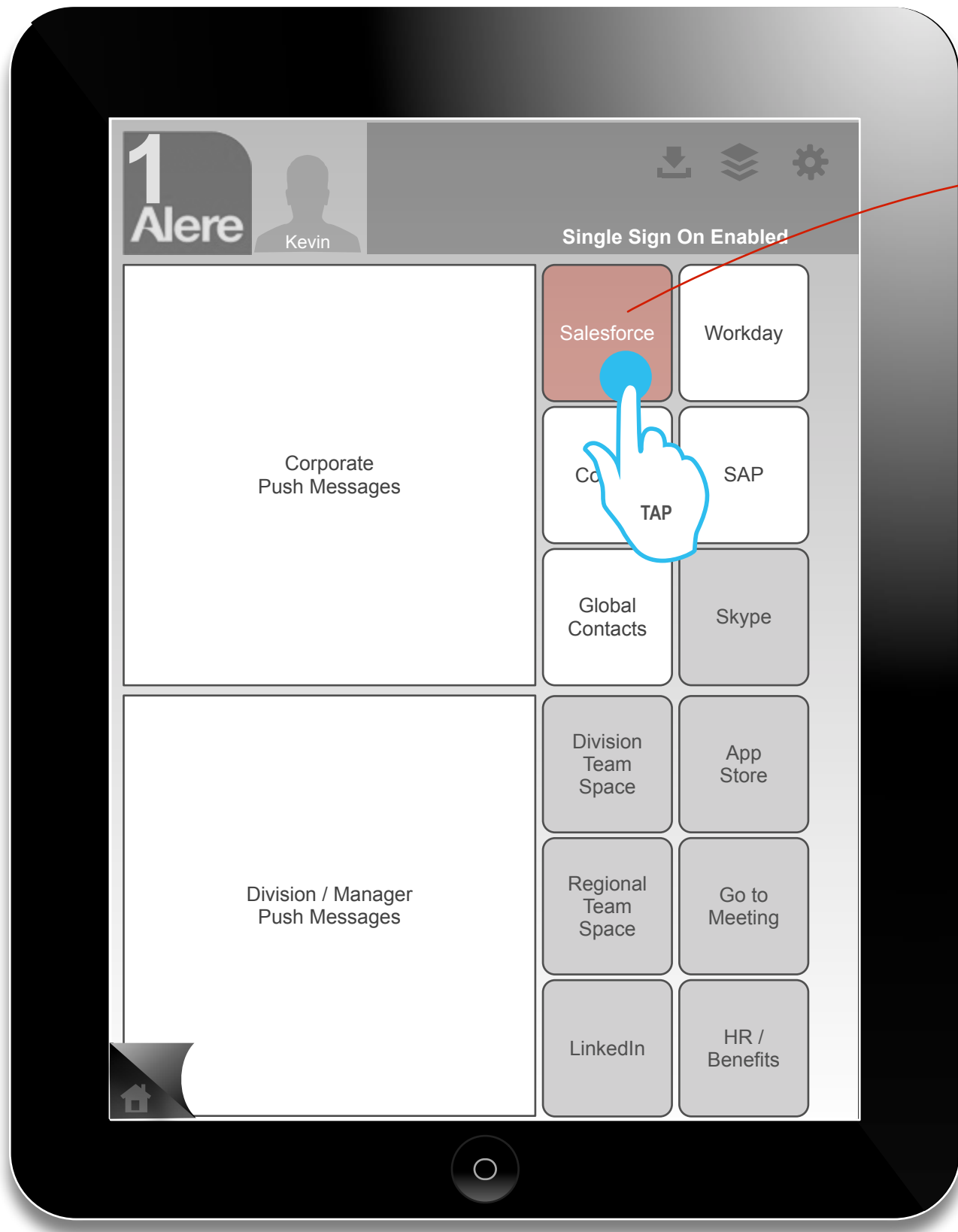


Tap Outside of it to Dismiss it

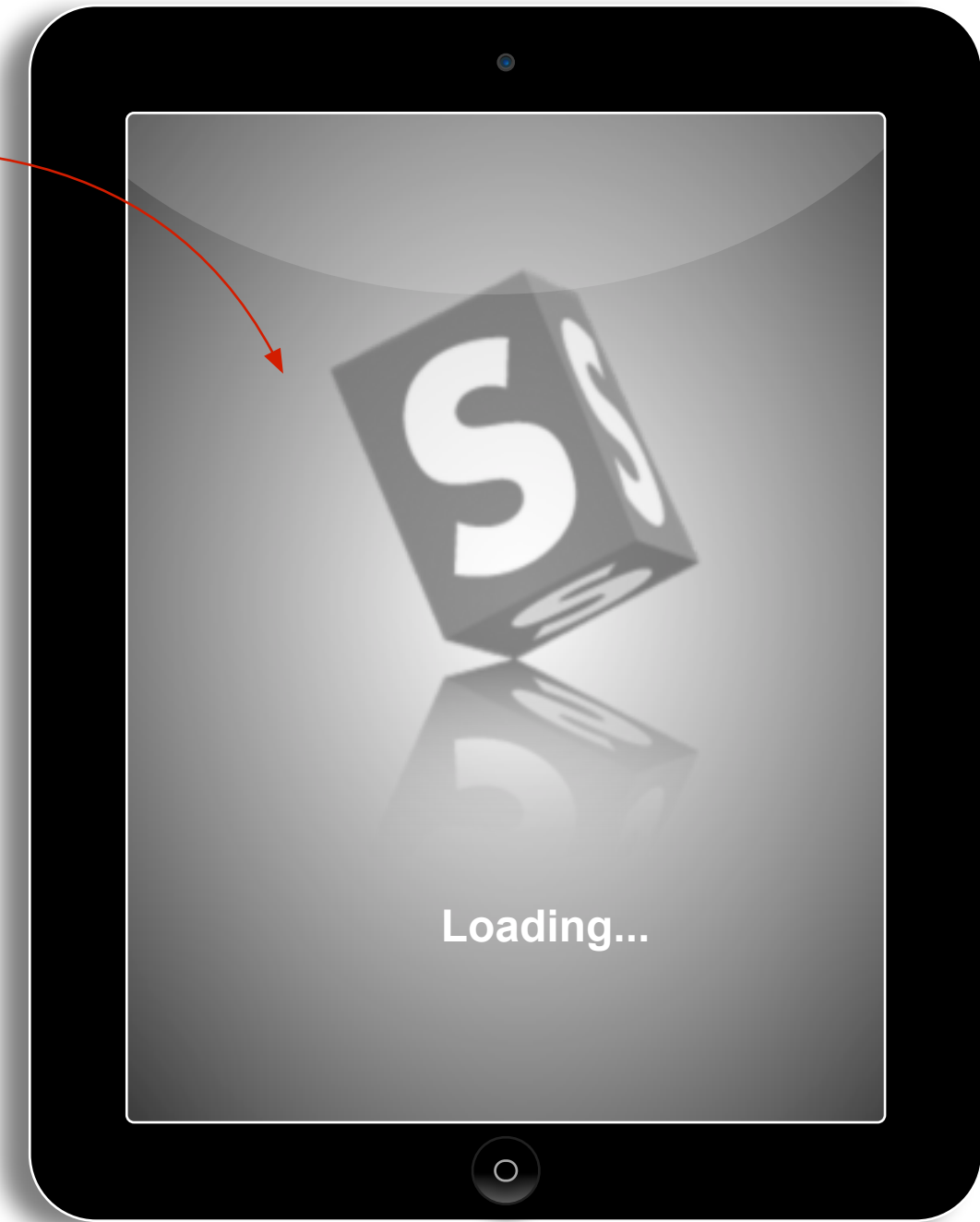
The Content Overlay Scrolls

Conceptual Model (Presentation Layer Sketch Showing Tool Tiles and Content) 4

V0.50



Tap a Tile to Launch Associated Tool

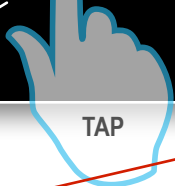


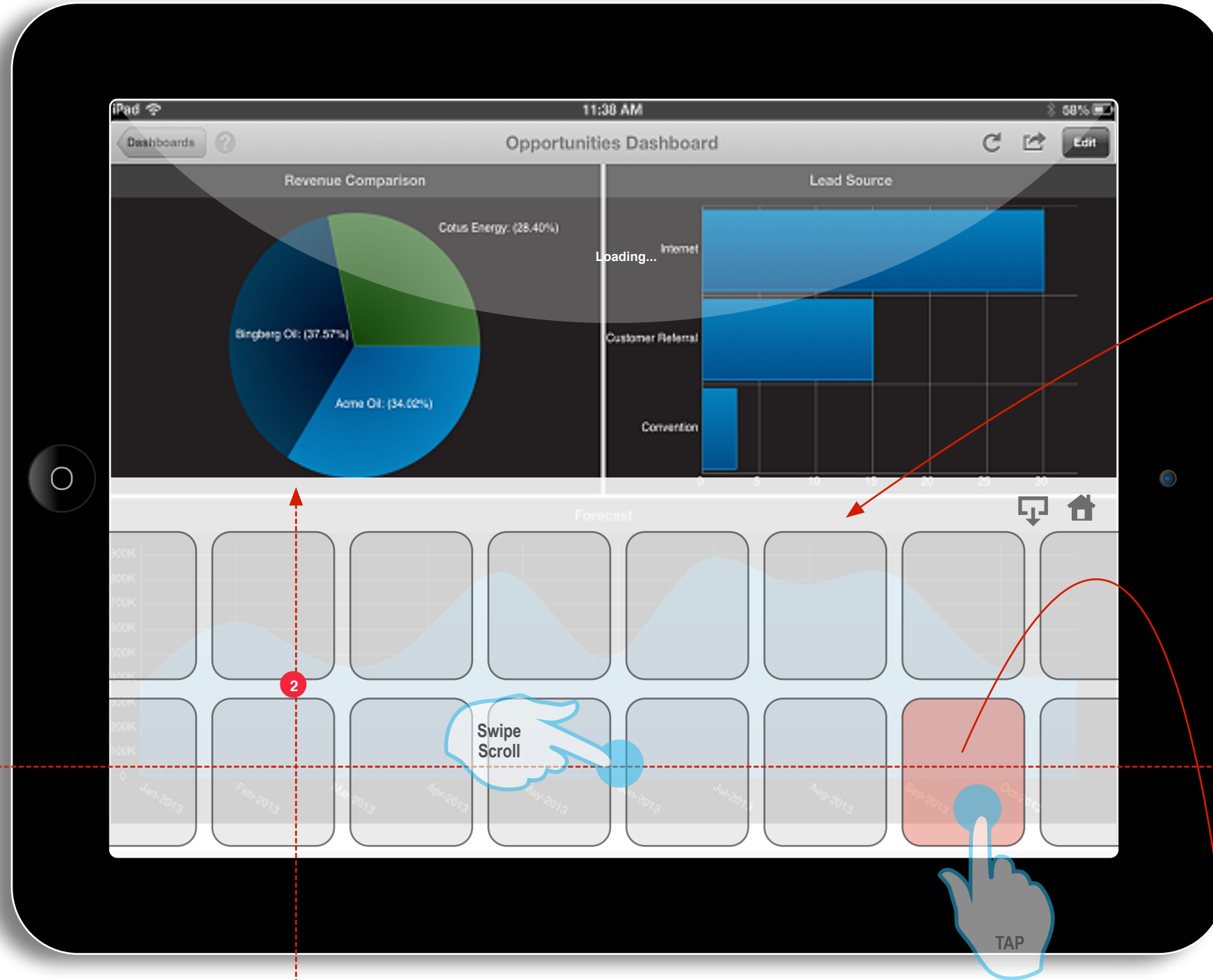


Launched Tool
NO LOG IN required!

Omni Present Quick Launch
Tool Bar

Return to NEXtUS Desktop
and the Reveal Quick Launch
Overlay icons





Quick Launch Overlay

The user can launch their other apps and tools from here

User Taps and Launches A Different Tool

